

MASSACHUSETTS INSTITUTE OF TECHNOLOGY.

MAS.941 PREPARATION FOR SM THESIS II.

The NextBillions

Social Media

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1 Project

The 21st century has quickly disabled us of one of the great myths of the twentieth: that as we became increasable interlinked via technology, travel and commerce, mankind would become increasingly homogenous – and that we would see the rise of a common global culture. It is a novel way of capturing these three societal circles:

- Jokes
- Urban Myths
- Worries

Title: NextBillions

2 Description

The next billion niches of jokes, myth and worries. These documents the approach of stimulating, fostering, encouraging, embracing, contesting, and sometimes ignoring mind sets used in defining the question of value and concepts. A relationship based on partnership where citizens are actively involved /engaged with defining the process and content of happiness index.

3 Motivation

It is an approach called “virtual mindset” to help culture participation in the citizenry in the adaptive provision of the individual to hold the ways of providing certain arms but not silver bullets to cater for a sustainable future. For example, an approach to healthy care can define a

provision of more adequate and more resourceful health centre that is approach but what is the basic question of necessity.

3 Impact

It is a social system for modelling the micro-level and macro-level of the concerns of the citizenry.

The impacts of NextBillions as a social system are:

- It projects the idea of a system as a society useful when thinking about the next level in the concept of a citizen-citizen relationship.
 - As a social system will provide a responsible collective intelligent group like press group in an FM station, a media group agency, government agencies and most importantly individuals and foreign participants. These groups help shape the idea out there that is working so as to reduce the cost of government ownership in health care.
 - A social scientist can use the platform to study the technical happiness index of citizenry to logically solve conflicting problems posed on a national, regional and global scale.
- Secondly, as a reporting system to define a research problem in the society to aggregate, filter and detect patterns in the contents of the solutions.

4 Execution

It will leverage both on the micro-twitter and internet infrastructure (web) to enhance the pervasiveness on the social system to promote transparency and a general summary of the activities within the citizen reach. The media will play an important role in the usage and promotion of the social system to encourage both the educated citizen and media listeners who

has busy schedule to mind map in a more essential side problems with its appropriate solution in the society.

NextBillions in itself provides a link between the intellectual abilities of the citizenry in their approach to societal problems as much as the press or media provides in achieving the same desire or result. A link is also drawn to virtually and anonymously collect, and disseminate the thoughts of a problem-solution pair to the government agencies in charge to release them from the concern of the society much to do with us not being consulted in the first place.

At the heart of all this is a pragmatic and practical approach in deriving and learning (induction approach) about solutions from the thoughts of citizens which boils down to collective



Intelligence provided in the *NextBillion*. The poser, media/press, researcher and government can subscribe to daily/weekly/monthly/yearly reports generated from the web system by Email, RSS, SMS, and text paging.

5 Financial Sustainability

- Marketing makes up a fraction percentage of manufacturing issues that needs to be addressed with an automatic delivery of untapped potential goods provided at the client manufacturing side.
- Online advertising is aimed to promote and sell products and services of various companies in the global market through internet and other business avenue. In 2005, it was estimated that companies spent \$10B in web advertisements, and it is expected to

grow by 25-30% in the next few years. The advertisements can be displayed in the search results as sponsored links, on the web sites, etc.

6 Conclusion

In an adaptive and dynamic society, it will demand from the society proactive measures to tackle societal problems by learning from the past, present and towards the future. In order to achieve this will require an infrastructure on a national scale in data mining the minds of the society to posed problems to provide strategic and more localised solutions to the problems but adhere to standards of the world as a whole.

It provides a rapid return on investment for sustainability by providing comprehensive support to partners. The value chain ensures joint success by providing the right tools and programs to enable partners to rapidly market, sell and support.

Reference

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